THE ORIGINAL

MOONBEAMS

Founded by — Colonel E. A. Little

Smallest Newspaper in the West — Circulation Under 1,000,000

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If You Can't Drive . . . Learn To Swim

IN THE VALLEY OF THE MOON

Well . . . Well . . . Well . . . Calif. is on top of the list again. . .

As grisley as a battlefield report in time of war came the National Safety Council's compilation of aceident fatalities for the Memorial Day week end: . .

For the Nation, a new record—591 persons killed in the three-day period. Traffic deaths totaled 371, there were 132 drownings, and miscellaneous accidents took 88 lives. . .

As usual—to the shame of us all—California was the deadliest State; the toll: traffic, 33 lives; drowning, 12 and 8 miscellaneous, even Sonoma did their share by adding a couple to the list. . .

Compounding the guilt complex that should rest on millions of Californians were results of highway inspection of thousands of cars in advance of the holiday. Shockingly high percentages of vehicles were found to be unfit mechanically or otherwise for safe driving!!!

Surely there is no excuse for this. . . A safe driver with his car in good condition can lose his life through the fault of a fool who smashes into him. . . But if his own negligence contributes to the disaster, he acts as his own executioner—the sheerest act of stupidity imaginable. . .

Drive safely, the traffic engineers beg of us, and drive a safe car—and if you can't swim, learn how now!!!

Thank you,
The Publisher

PALMS INN, Verano. Meet Carl and Rene Inskeeps your hosts, also Wilma and Barney Barnett in the dining room. Open every day.

The Sonoma Police Department will soon be handing out tickets to everyone for their annual Policeman's Ball to be held on August 16th in the Vets bldg. . . The proceeds will not go for old broken-down policemen, but for making another safety picture to be used in the schools. . .

Every word we speak requires the use of 72 muscles.

BOYES SPRINGS FOOD CENTER. A complete quality, one-stop market, with competitive prices. Take-out license. Stop in.

James Bisso of the Mission Chapel Mortuary attended the annual convention of California Funeral Directors at Fresno last week. . .

Office secretary, on phone: "He's out to lunch now, but he won't be long—nobody took him."

For Barbecued Spare Ribs like you have never eaten before, try MILL'S PATIO, 2755 Mendocino Ave., Santa Rosa — Also bar.

The Sonoma County Mobile X-Ray Unit will be in Sonoma at the Plaza on Thursday, June 19th from noon to 4 p.m. to provide free X-rays. Pregnant women are required to bring a note from their doctor. . .

Bride to groom, going down aisle after ceremony: "There, now—that didn't take long, did it?"

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

Want to discuss your pops. . . Well attend the potluck, which will be held at Morton's Hot Springs by the Garden Section of the Sonoma Woman's Club on Friday, June 13th. . .

Your letters are welcome, good or bad, keep them short .. .

Scandalmonger: One who puts who and who together and gets whew!

BATHHOUSE RESTAURANT, on the veranda. Merchants' light lunch. Giant Hamburgers, Farmerburger. Finest food, low cost.

A benefit dance will be held by the Smooth Dancers on July 12th at the Vets Bldg. in Sonoma. Funds will be turned over to the Sonoma Valley Little League, Inc. . .

Irate wife to husband: "I'm not trying to start another argument —this is the same one."

Drive Carefully—It pays Dividends—Ask Your Insurance Man.

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 tavern. Jack London liked the place. It's western!

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Spanish Food, Pizza, Steaks, Seafood — Cocktails — Closed Tuesdays.

Received a nice letter from a nice lady this week and now we can't find it. . . It reminds us back in ye ole days when we were learning the printing trade and the shop foreman said, "In a print shop there is a place for everything and everything is all over the place."

It will be graduation day this Sunday for 22 boys at Hanna Boys Center. . .

ADOBE DRUG (Ray S. Duer), 417 1st St. W., Sonoma. WE 8-2971
Prescription Specialist Veterinary Supplies

So you think your tax bill was high. . . The P.G. and E. paid $2,418,569.00 in Sonoma County during 1957. . .

The St. Francis Fathers Club will hold its Father-Son annual baseball game on Sunday, June 22nd, at 1 p.m. . .

RICHFIELD SERVICE, main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.

Need a new bathing suit? ? ? Well you might be able to pick one up at a bargain at the rummage sale being sponsored this Saturday by the Sonoma Business and Professional Womens Club, at the Colby bldg. in Sonoma. . .

Will it be "Mrs." soon? ? ? Better check with MOONBEAMS about Wedding announcements. . . We have some pretty good connections. . .

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service, Free pickup. All work done on premises. WE 8-5830.

A retired workman noted for always taking the opposite side in the daily soapbox discussions rejoined his cronies on the bench after having been away for several weeks on jury duty. "Hope you did a good job for us up there at the courthouse", one of the men remarked. "Ain't supposed to talk about it, but I will say this much," the ex-juror began darkly. "There was a good job needed to be done, but I was only one man against 11 of the orneriest, most contrary-minded people I ever met in my life."

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. Telephone WE 8-3357.

MOONBEAMS

Published every Friday by Private Bill Sandlin, P. O. Box 446, Boyes Hot Springs, Calif. $1.29 per year by mail, pickup, free.

LEE STARRETT, Massuer, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Let's keep 48 stars in the Flag and forget about Alaska and Hawaii. . .

The Parent-Teachers Association held a luncheon last Friday at Chef Cardini's in honor of Mrs. Joyce McDowell, who was president of the Dunbar P-TA this past year. . .

There is nothing better on a warm afternoon than a soda at Friberg's Drug Store soda fountain. . . We recommend lemon. . .

BANCROFT NURSERY, Sonoma. Is the place to order flowers for GRADUATION. . . They will deliver. . .

Congratulations to Roy Pauli on receiving a 50-year membership pin from the Independent Order of Odd Fellows. . .

When you think you're going down for the third time—just remember, you may have counted wrong.

Al Gordon was installed as president of the Valley of the Moon Lions Club on Tuesday evening at the Mission Inn.

BROADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dinning room, serving luncheons, dinners. Quiet, efficient.

Fred Franklin, president of the El Verano Improvement Club, reports that the members are not in favor of incorporating El Verano, with Boyes Hot Springs. . .

Another upholstery shop opened this week in the valley. . . This one is located on South Broadway, Sonoma and will be operated by Mr. and Mrs. Douglas Leystra.

WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call LIberty 5-2955.

The Senate Commerce Subcommittee approve a bill requiring Auto Manufacturers to label their cars with the retail price .. . Violators would be fined $1000.00 for each instance . . . Sounds like a mighty fine law to us, of course some of the dealers don't think much of it . . . it might help keep them honest?!?

DENNY'S COG CLUB, Boyes. Gathering-place for sportsmen, fishermen, hunters, football and baseball fans. Congenial always.

The Valley of the Moon Riding Club plans a work party at their Clubhouse on Sunday, June 22. . .

Better join the Smokey Bear Junior Forest Rangers. . . You can sign up at the Boyes Hot Springs Branch Library after Monday. . .

BEAGLE A.K.C. Reg. at Stud, Proven Sire, Famous Deer Hound, Voice, Leader. 1469 E. Napa, Sonoma WE 8-5111.

FOUR CORNERS CAFE, So. Broadway, Sonoma, The home of Steam Beer — Sensational Pizzas to take out, Get one today.

For some reason we keep having trouble with the phone number of Bates & Evans, Funeral Directors. . . We hope you will never have to phone them, but if you do the phone number is WEbster 8-2686. . .

Warning . . Before starting any outdoor fire check with your fire district chief and learn if you will need a permit!!!

R. A. "BOB" MILLER —o— "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

Congratulations to the Steiner's Upholstery on their second anniversary. . . Hope to celebrate your silver with you. . .

A University mathematics professor was amazed, when he arrived at a neighboring woman's college to lecture on "Convex Sets and Inequalities," to find the auditorium filled to capacity. A glance at the campus newspaper gave him the answer. His subject was announced as "Convicts, Sex and Inequalities."

OUR RESORT, El Verano. Let Harvey and Melina serve you your favorite cocktail. "Home of the Stein Club". U-R Welcome.

Do you have bugs in your bushes? ? ? Better drop in at Frank's Hardware in Boyes. . . He can fix you up with the proper dope. . .

Native Sons and Daughters will observe the 112th anniversary of the raising of the Bear Flag in Sonoma this Sunday at 11 a.m.

The Flowery elementary school trustees met Thursday evening to discuss their budget for next year. . . .

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

The Pacific Telephone and Telegraph Company has just bought an acre of land at the corner of Agua Caliente road and Cedar Ave. They hope to build a central dial office building soon. . .

A fellow was saying, "Children on tennis courts are not in juvenile courts" . . . sounds good to us. . .

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, Manager.

Well we will have some good news for you good readers soon. . . MOONBEAMS has a new home all of its own!!! We were able to buy the building this week, which we have leased for several years... So keep reading and around the first of the month we will tell all...

The United States Civil Service Act was signed January 16, 1883.

ELECTRONIC DRIVE-IN-TV and Radio Specializing In Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Rumors are often an effort by one person to destroy the popularity of another.

People who sit up late at night rarely ever get up early in the mornings.

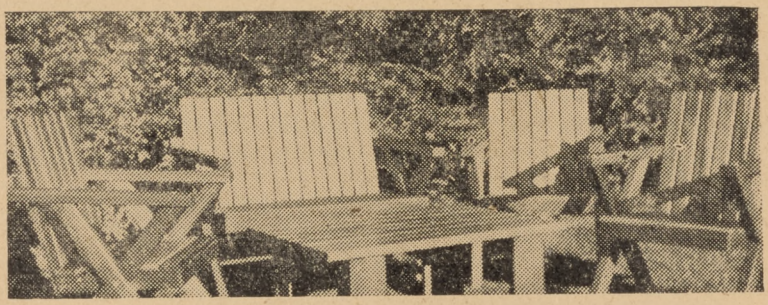
The fellow who is giving others a piece of his mind is often the one who can least afford it.

Ninety percent of the friction of daily life is caused by tone of voice.

People think of the Golden Rule as something mild and innocuous, like a baby lamb. But when they suffer an infringement of it, they think they've been mauled by a panther.

What are we going to do with the in-between years if life begins at forty and old-age pensions at sixty-five?

Lawn Furniture WE DON'T SELL



But we do sell PRINTING

—o—

MOONBEAMS

P. O. Box 446

Boyes Hot Springs, Calif.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskeys, liquors.

"Frank's Drive-In" on Arnold Drive is now open, and will hold a Grand Opening in the near future. . . Watch for the date, they may give a few free sandwiches away. . .

Sign: For sale. Bulldog. Will eat anything. Especially found of children.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1897. Telephone WEbster 8-2686.

The A & D Farmer's Market are holding an old fashioned "Country Fair" this weekend. . . Better stop in and pick up a few samples. . .

Wife to husband trying to park: "Don't you know that if this space were big enough somebody would already be parked here?"

RUBBER STAMP problems. Give us a try next time — Yes - - MOONBEAMS will be happy to take care of your

Don't go to Mendel's Cafe, in Boyes for lunch on Tuesday, as that is their day to eat out. . .

Work began on the new store bldg. at the Plaza Center in Boyes this week. . . MOONBEAMS will not occupy one of the new stores. . .

Nineteen valley artists will exhibit their paintings in the lobby of the Mission Inn, beginning Monday. . .

FRANK BUCHBAUER (B & L Laundromat, Fetters), expert on all types of refrigeration — Have yours checked now.

Did you know that you will now find Carolyn and Hank Rideout at Londonside, just outside of Glen Ellen and if you look real hard you might even see Roy Karlberg around the place. . .

Why not fool father this Sunday and order some flowers from the Bancroft Nursery. . . Be like the little boy who got his mother a ball bat on her birthday. . .

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accomodations.

Doing Things The Hard Way? The paper work in business can be cut down to man-size or girl-size, if you please. But you must have the proper forms. Take a few moments for self examination. Wouldn't a few simple printed forms greatly increase your efficiency as a businessman??? MOONBEAMS has got connections, so let us know your printing problems!!!

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

LONDONSIDE, just outside Glen Ellen. It's unique, sure to be remembered. Delectable drinkables and a place for fun.

Did you know that you can get beef at 49c per pound at Jim's Meat Dept., at the Boyes Springs Food Center??? Better pick up a couple front quarters and put them away in the freezer. . .

"Speaking about the speed of light—it gets here too early in the morning for us!"

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment, Household appliances, Giftware, Paint, Tools, Glass.

Sorry to learn that Dr. and Mrs. E. W. Jackson are leaving the valley. . . We will miss ye ole back-breaker. . .

Yes America's hometown papers are growing in power and prestige. We learned that well over 75,000,000 persons—maybe even two out of every three Americans, read hometown papers—that they serve markets containing 64% of the population, and a market containing 49% of the nation's buying power!

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, also Seafood.

Need your car washed??? Well the Pilgrim Fellowship of the Sonoma Valley United Church of Christ, will hold a "car wash" this Saturday on the church lot at 622 Broadway. . .

Looking over the grounds of the Sonoma Mission Inn on these warm afternoons you would think it was Hot Girls Springs instead of Boyes Hot Springs . . .

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We are going to need some fire insurance, wonder if "Bob" Miller in Sonoma sells it???

The Senior Class Play, "You Can't Take It With You," reminds us of the tombstone over an oldmaids grave . . . it read . . . "I did".

JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen dept.

Received a Post Card from "Ye Ole Colonel," he didn't even get his two cents worth .. . Just said, "Keep up the good work" . . .

Yes you can be in the big parade, which will be held on July 16th in Santa Rosa by the Sonoma County Fair. . . Entry forms may be obtained from H. W. Jacobs, parade chairman c/o Sonoma County Fair grounds, Santa Rosa. . .

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

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